



LUMOS HR001120S0008

Proposers Day

November 20, 2019

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Proposers Day Disclaimer

- **Lots of information is made available to potential proposers to clarify program goals/objectives and proposal preparation instructions - those things that are stipulated in the BAA**

However:

- Only the information/instructions in the BAA counts
 - Proposals will only be evaluated in accordance with the instructions provided in the BAA
 - Any response provided by the Government in the FAQ that's different than what is provided in the BAA will be made formal by an amendment to the BAA
 - Such responses will make note of an impending BAA amendment
- **Only a duly authorized Contracting Officer may obligate the Government**



BAA Overview

● BAAs allow for a variety of technical solutions

- The BAA defines the problem set, the proposer defines the solution (and SOW)
- Allows for multiple award instrument types:
 - Procurement Contract, Cooperative Agreement (**No Grants**), Other Transaction
 - Anticipated Funding Type: **6.2**
 - Fundamental research for Universities (prime or subcontractor)
 - Restricted research for for-profits (prime or subcontractor)
 - **No Controlled Unclassified Information (CUI) Guide with the BAA, but there is information in the BAA on this topic (please ask questions if necessary)**

● DARPA Scientific Review Process

- Proposals are evaluated on individual merit and relevance as it relates to the stated research goals/objectives rather than against one another
- Selections will be made to proposers whose proposals are determined to be most advantageous to the Government, all factors considered, including potential contributions to research program and availability of funding
- **Government may select for negotiation all, some, or none of the proposals received**
- **Government may accept proposals in their entirety or select only portions thereof**
- **Government may elect to establish portions of proposal as options**



BAA Process/Timeline

1. **BAA Release - 18 November 2019**
2. **Proposers Day - 20 November 2019**
3. **Abstracts Due - 11 December 2019**
4. **Government Abstract Responses – 20 December 2019**
5. **Proposals Due – 7 February 2020 (1pm, Eastern)**
6. **Proposals are reviewed for BAA compliance**
Noncompliant proposals are not reviewed (and cannot be selected)
7. **Government conducts Scientific Review Process**
Clarification requests may be sent to various proposers
8. **Government sends out notification letters ~ 20 March 2020**
9. **Contracts negotiated & awarded (performance start) ~ 1 July 2020**



Eligibility Issues

- All interested/qualified sources may respond subject to the parameters outlined in BAA
- Foreign participants/resources may participate to the extent allowed by applicable Security Regulations, Export Control Laws, Non-Disclosure Agreements, etc. **(Unclassified proposals are anticipated)**
- FFRDCs and Government entities (who are not on the Gov't team):
 - Are not prohibited by the BAA from proposing
 - Are, however, subject to applicable direct competition limitations
 - Are, however, required to demonstrate eligibility (sponsor letter)
 - **The burden to prove eligibility for all such team members rests with the proposer**
 - **All elements of a proposal (tech and cost, prime and subs – even FFRDC team members) must be included in the prime's submission**
- Real and/or Perceived Conflicts of Interest:
 - Identify any conflict/s
 - If any are identified, a mitigation plan must be included



Proposal Abstracts (1/2)

- **Abstracts are highly encouraged:**
 1. They minimize unnecessary effort in proposal preparation and review
 2. They reduce the potential expense of preparing an out of scope proposal

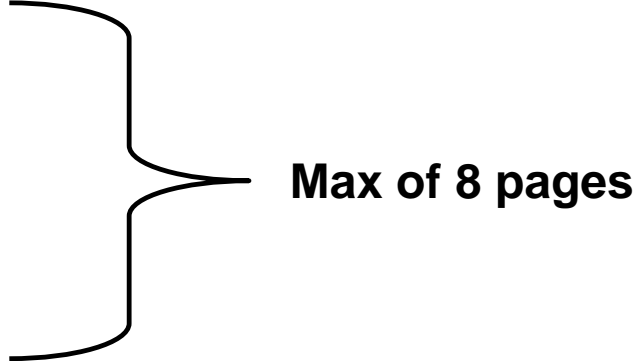
- **The abstract provides a synopsis of the proposed project (tech and budget)**

- **Government will reply by letter with one of two possible responses:**
 1. Encourage full proposal, and may provide feedback
 2. Discourage full proposal, and will provide rational
 - DARPA will not communicate further (verbally or in writing)

- **Regardless of DARPA's response to an abstract, proposers may submit a full proposal**
 - DARPA will review all full proposals submitted without regard to abstract recommendation/feedback



Proposal Abstracts (2/2)

- **Abstracts (1 per TA) must include the following components:**
 - Cover Sheet
 - Innovative Claims
 - Technical Approach
 - Deliverables
 - Cost and Schedule
 - Tech Transition/National Security Impact
 - Capabilities and Teaming

Max of 8 pages
- **The total page limit does not include the cover sheet (required) or a submission letter (optional)**
- **Submit **ONLY** to the DARPA BAA Website: <https://baa.darpa.mil>**
 - Not to Grants.gov
 - Not via email
 - Not by any other transmission/submission mechanism



Full Proposal Ground Rules

- **KEY POINTS:**

- One proposal per TA
 - Proposers can submit to more than one TA
 - Tasks that would be duplicated in the effort if multiple TAs were awarded must be called out (and priced) explicitly
 - Proposal Submission:
 - Contracts and OTs - **Only** to <https://baa.darpa.mil>
 - Cooperative Agreements – **Only** to Grants.gov (or hardcopy)
- **No other submission mechanism is permitted (e.g., no email)**

TIP: Propose to the program (goals, objectives, metrics, schedule, deliverables, etc.) the BAA has defined (per TA), not to the program you desire



Full Proposal Preparation

● Volume 1: Technical/Management Proposal

- Be mindful of the page limitations
- Be sure to respond to all of the required “Detailed Proposal Information” items
 - Technical Approach – is the centerpiece of the technical proposal
 - The PM provided very detailed instructions per TA (cover it all)
 - Statement of Work – Organize tasks by Phase. Define all tasks (what you are going to do, not how you are doing it)
 - Keep an eye out for proposal preparation guidance in the “Funding Opportunity Description” section as well
 - Associate Contractor Agreements (ACAs) required for TA1 performers – by the end of Phase 1 (be sure to acknowledge this in the proposal)

● Volume 2: Cost Proposal

- No page limitations
- Fully detailed cost build-ups/estimates by phase & phase/month (Prime **and** Subcontractors)
- All necessary supporting information (BoE, BoM, vendor quotes, rate agreements, etc.)
- **No Rough Order of Magnitudes (ROMs)**



Data Rights

- **Government desires as few restrictions as possible - however....**
- **If asserting less than Unlimited Rights (e.g., Restrictions):**
 - Provide and justify basis of assertions using the prescribed format
 - Explain how each item will be used to support the proposed research project
 - Explain how the Government will be able to reach its program goals (including technology transition)
- ✓ The above Data Rights Cert includes **prime and sub info**, as applicable
- ✓ Provide even if you are proposing an OT.
- ✓ **This information is assessed during evaluations (barriers to transition)**



Pitfalls That Delay (or prevent) Proposal Review

- **Failure to submit proposal on time (noncompliant!)**
 - Please note there is no 2nd round due date for this BAA so “Late is Late”
- **Failure to submit using the correct mechanism (noncompliant!)**
 - DARPA BAA site for contracts and OTs (Click “Finalize Full Proposal” button or it does not get submitted)
 - Grants.gov for cooperative agreements (not a DARPA site, give yourself plenty of time)
- **Failure to submit both proposal volumes (noncompliant!)**
- **Pages beyond the page limitation (tech prop) – pages will not be reviewed**
- **ROM/s instead of full subcontract cost proposal/s (noncompliant!)**
 - “I didn’t have time to get the subcontract proposal/s” will not change the outcome
 - “My subcontractor/s would not give me a proposal” will not change the outcome



Communications

- **Prior to Receipt of Proposals (Solicitation Phase):** No restrictions, however Gov't (PM/PCO) shall not dictate solutions or transfer technology
 - Typically handled through the FAQ
- **After Receipt of Proposals/Prior to Selections (Scientific Review Phase):** Limited to Contracting Officer or BAA Coordinator (with approval) to address clarifications requested by the review team
 - Proposal cannot be changed in response to clarification requests
- **After Selection/Prior to Award (Negotiation Phase):** Negotiations are conducted by the Contracting Officer
 - PM and/or COR typically tasked with finalizing the SOW (with PI)
 - PM and/or COR typically involved in any technical discussions (i.e., partial selection discussions)
 - Pre-award costs will not be reimbursed unless a pre-award cost agreement is negotiated prior to award
- **Informal Feedback Sessions (Post Selection):** May be requested/provided once the selection(s) are made
 - If made on a timely basis (~2 wks after letter), all requests will be accepted